



## "THE Car of the Future will be a LIGHT-WEIGHT car!"

Man first **ACHIEVES**—then **REFINES**. Always the refining process has consisted principally in **WEIGHT-REDUCTION**.

Compare the old masonry arch bridge with the modern suspension bridge—the medieval firearms and artillery with present-day rifles and .75's—the heavy iron pots of yesterday with our feather-weight kitchen utensils—grandfather's great timepiece with the wrist watch of today—consider structural materials, machinery, implements—all were first **ACHIEVED**, then made **LIGHTER**.

The progress of science—the history of civilization and the development of transportation, upon which civilization depends—is the story of the development of light-weight construction.

Look back through the ages. Picture primitive man dragging his burden upon the branch of a tree or rolling it along with the help of a log. Follow his next step in transportation development—to

the solid-wheeled cart, massive, cumbersome, and heavier by far than any load it could possibly carry. Follow him further to the lighter but still heavy bronze-wheeled chariot; to the lighter but still heavy wood-wheeled vehicles that followed; to the ox cart; to the post chaise; to the surrey; and so on and on through the centuries. Note the one outstanding characteristic of all transportation development—the inevitable trend toward **LIGHT WEIGHT**.

The first builders made the automobile heavy that it might be strong. Without the knowledge of spring suspension and balance that exists today, they preferred to err on the side of too much weight rather than on the side of too little weight. They strove to **ACHIEVE** the motor car, and they succeeded.

The public now is looking for the car that represents **REFINEMENT**—refinement, not in appearance alone, but in



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